

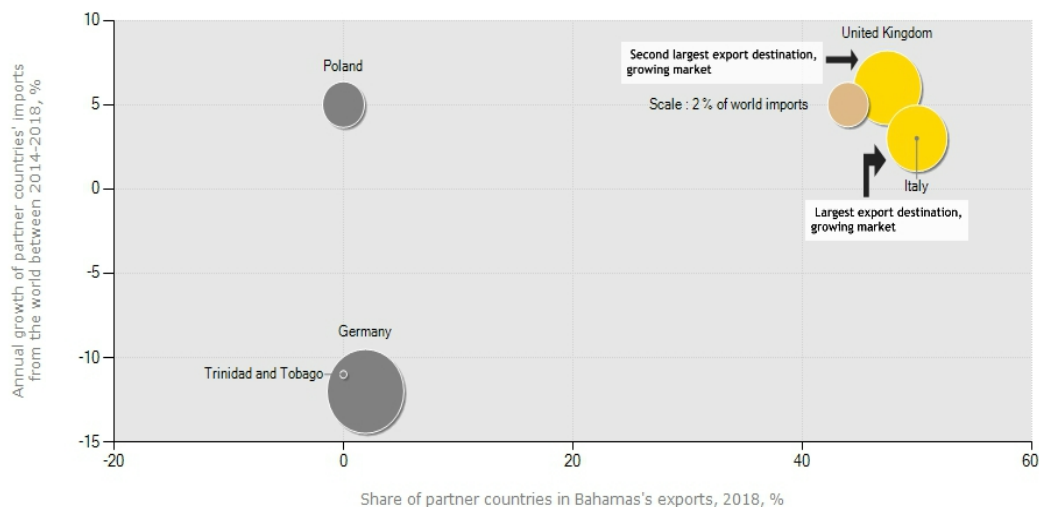
POTENTIAL MARKETS

PLANTS FOR PERFUMERY & MEDICAMENTS

Potential growth at current export destinations

- Plants for perfumery and medicaments were exported at a value of 156 thousand USD in 2018. Italy is the dominant export destination for The Bahamas (50%). Global import of plants for perfumery and medicaments in Italy are growing at +3% on average annually with a growth in imported value of Bahamian plants of 217% between 2017 – 2018.
- The other Bahamian export destination that is growing positively is the UK. The UK’s global import of plants for perfumery and medicaments is growing on average at +6% annually between 2014-2018.
- Growth potential is significant for both the UK and Italy. The UK’s global imports reached 100 million USD in 2018 and the Bahamian share was 0.1%, while Italy’s global imports reached over 80 million USD (The Bahamas’ share was 0.7%).

Figure 1 – Overview of export shares from Bahamas and global annual import growth rates from export partners of Bahamian plants for perfumery and medicaments



Source: Trademap (2020)

Potential new markets

- Spain reached an average annual growth of +9% in import value from 2014-2018. Current leading supplier US (share of 22%) has the same geographical distance and a slightly higher import tariff than The Bahamas. It, therefore, offers a great export opportunity.
- West European countries Netherlands’ and Austria’s current leading suppliers do not have a tariff advantage over The Bahamas. Again, this represents a good opportunity for The Bahamas.
- Saudi Arabia has potential as a new export destination as well. It reached +13% average annual growth in 2014-2019. While supplying countries have some geographical advantage, import tariffs for the leading supplier Indonesia (70%) is the same as for The Bahamas.

Table 1 – Largest potential new markets for The Bahamas (based on import value > 2 million USD, geographical distance and import tariffs compared with current suppliers)

	Average annual growth '14-'18	Import value 2018 (USD thousand)	Bahamas' share '18	Leading suppliers
Spain	+9%	93,879	0%	US (22%), Morocco (14%), Bulgaria (7%)
Netherlands	+9%	65,094	0%	Kenya (16.6%), Germany (16.4%), Belgium (11.8%)
Saudi Arabia	+13%	36,250	0%	Indonesia (70%), Bahrain (6%), Syrian Arab Republic (5.9%)
Austria	+8%	30,268	0%	Germany (27%), India (27%), Poland (6.6%)

Benefit from continuing growth at current export destinations Italy and UK:
Two large and growing markets.
Try to enter promising markets in Western Europe: Spain, Netherlands and Austria are all experiencing steady growth rates in import value. **Spain and Austria**, in particular, have seen an increase in the imports of plants in recent years.
In the Middle East, **Saudi Arabia** is a sizeable and expanding market

